

### ABSTRACT OF THE DISCLOSURE

The invention provides an image display apparatus that efficiently adjusts a video display even when a change takes place in an input signal. The image display apparatus includes a video input device that receives a video signal, a video display that displays an optical image based on an input signal S1 from the video input device, and a video signal adjusting device that adjusts the display setting of the video display based on a signal mode of the input signal S1. The image display apparatus further includes a determining device that causes the video display adjusting device to adjust the display setting of the video display. The determining device includes an apparatus startup detector unit that detects whether a startup of the image display apparatus creates a change in the input signal, and a signal change detector unit that detects the change in the input signal. The determining device determines whether to cause the video display adjusting device to adjust the display setting only when it is needed.